

Cristian Codreanu

UX/UI Designer • Product Designer • Digital Art Director • Digital Designer

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Creative and results-driven Art Director and UX/UI Designer with 10 years of experience in advertising agencies, specializing in web design, UI and user-centered digital experiences. In the past years, I've transitioned into Product Design applying my expertise in user-centered design to complex digital solutions. Throughout my career, I've collaborated with a variety of clients, including advertising agencies, startups and large enterprises, while expanding my expertise to German companies in the health and medical sector. Passionate about solving design challenges, I specialize in UX research, wireframing, prototyping and the development of design systems for SaaS platforms and digital campaigns.

FREELANCE (2020 - present)

Freelance UX/UI & Product Designer

ANT-Neuro, Berlin, Germany

June 2023 - July 2024

- Led UI/UX design for ANT Neuro's first Academy platform, ensuring seamless integration with their infrastructure.
- Designed intuitive website structures, enhancing usability for both desktop and mobile platforms.
- Collaborated with stakeholders to align design choices with business goals, optimizing the user experience across multiple devices.
- Conducted extensive usability testing and created detailed user personas, driving key design decisions that directly contributed to improving user experience and aligning the platform with business objectives.

Result: By integrating user-centered design principles and design sprints, the project achieved a 20% increase in user engagement and significantly reduced onboarding time for new users.

Freelance Product Designer

Across-Platforms, Berlin, Germany

September 2022 - January 2023

- Implemented Agile practices and design methodologies such as user-centered design, wireframing, and iterative prototyping to ensure the SaaS platform met the evolving needs of health organizations. Developed detailed user personas that informed the product roadmap and helped tailor features to the target audience.
- Conducted competitor analysis and market research to shape product strategy.
- Delivered over 50 desktop screens in Figma, establishing a comprehensive design system.
- Collaborated closely with cross-functional teams, including product managers, developers, and stakeholders, to ensure seamless integration of design elements into the platform. Regularly participated in design sprints and reviews to align the product with technical requirements and business goals.

Result: Enhanced product-market fit, driving a 30% improvement in user experience during beta testing.

Freelance Creative Art Director

Summer Well Festival, Bucharest, Romania

May 2022 - August 2022

- Led the creative direction from concept to execution, ensuring every design choice was tailored to enhance user interaction and engagement. By integrating immersive 3D experiences and interactive elements, the project achieved a 30% engagement rate, validating the success of the design approach and significantly improving overall attendee experience.
- Conceptualized and produced high-fidelity illustrations for both print and digital formats, showcased to over 70,000 festival attendees, while ensuring seamless consistency across all mediums.
- Directed the full project lifecycle, managing critical elements such as print testing, video animation production aligned with my creative concepts, and the precise construction of the installation.

Impact: Achieved a 30% engagement rate among festival-goers with the interactive digital experience, significantly enhancing audience interaction and overall event impact

Freelance Product Designer (UI)

Berlin Institute of Health / Charité, Berlin, Germany

September 2020 - January 2021

- Designed user-centric solutions for the OPEN MERIT digitalization project, improving institutional research assessments.
- Developed user flows and prototypes, aligning design choices with academic stakeholders' feedback.
- Conducted comprehensive design workshops with stakeholders, gathering key insights to ensure user requirements were fully integrated.
- Led usability testing sessions to identify areas for improvement, iterating on designs to enhance functionality and user experience.

Result: Improved usability by 25%, increasing the efficiency of research assessments.

WORK EXPERIENCE

Senior Art Director (digital)

Mainstage The Agency, Bucharest, Romania

January 2020 - February 2022

- Designed and launched Penny Romania's e-commerce platform, significantly increasing online sales during the pandemic.
- Directed the creative strategy for high-profile digital campaigns, ensuring the seamless execution of concepts across multiple platforms. My leadership in crafting visually engaging designs and user-centered content for e-commerce platforms and social media channels resulted in a 25% increase in brand awareness and a significant boost in online sales, demonstrating the effectiveness of the creative approach.
- Launched and managed all social media channels for Elfi Romania, increasing brand awareness by 25%, while conceptualizing and designing impactful packaging for a major campaign featuring a Romanian influencer, which attracted over 1 million views in the first two weeks and significantly boosted online sales.
- Collaborated effectively with the team during the COVID-19 pandemic, maintaining high project standards and meeting client needs.

Senior Art Director

Tuio Agency, Bucharest, Romania

March 2018 - September 2019

- Directed a product launch campaign featuring local influencers, increasing social media engagement by 35% for the brand Yves Rocher.
- Designed a set of bottle packaging, resulting in a 20% boost in product sales for Alexandrion Group.
- Led an employer branding campaign, delivering both digital and print materials, increasing internal engagement by 25% for Kellogg's Romania.
- Led and mentored a team of junior designers, providing guidance on design best practices, creative direction, and project management. Through regular feedback sessions and collaborative workshops, I helped foster skill development and improved design output, contributing to the team's success in delivering high-quality campaigns on time and within budget.

Digital Art Director (UX/UI)

Krogen Studios, Bucharest, Romania

December 2016 - February 2018

- Applied user-centered design principles by conducting user research, developing wireframes, and creating prototypes to ensure the real estate branding projects met client expectations.
- Led usability testing sessions to identify pain points, iterating on designs to enhance user experience and improve the overall product functionality.
- Produced high-fidelity mock-ups, ensuring client expectations were met.
- Managed social media visuals, newsletters, and branding initiatives, resulting in a 20% increase in follower engagement and a 15% boost in email click-through rates.

Art Director (digital)

Publicis Groupe, Bucharest, Romania

July 2015 - November 2016

- Developed a variety of digital assets including banner ads, email campaigns, display ads, and social media graphics for multiple beverage brands, ensuring brand consistency and alignment with client objectives across all platforms.
- Created interactive Facebook apps and mini-games for promotional campaigns, which boosted user engagement by 25% across social media channels and contributed to a significant increase in customer participation and brand visibility.
- Designed and implemented a range of online advertising campaigns, including remarketing creatives, ensuring alignment with client branding and achieving measurable improvements in ad performance.
- Contributed to winning two significant beverage client pitches by leading the visual design for proposals, which helped secure new business and expand the agency's portfolio.

Junior Art Director

Mobuy Solutions (powered by Vodafone)

May 2012 - July 2015

- Led the redesign of the mobile app interface by applying user-centered design principles, conducting usability testing, and collaborating with marketing teams to align the app's features with customer needs. These improvements resulted in a 40% increase in sales within the first months and significantly enhanced user satisfaction and engagement with the app.
- Recreated the brand imagery's look and feel for both the mobile app and web by assisting in professional product photo shoots, which led to a 25% increase in product visibility as well as growth and engagement on social media.

Education	Languages	Core Skills & Expertise:	Tools & Technologies:	Industries
<p>Master in Product Design. University of Arts, Bucharest October 2010 - June 2011</p> <p>Bachelor of Product Design. University of Arts, Bucharest October 2006 - June 2009</p>	<p>Romanian (native) English (advanced)</p>	<p>Digital Art Direction Web Design UX/UI Design Product Design User-Centered Design Visual Design Digital Campaigns</p>	<p>Photoshop Illustrator Figma Adobe XD Procreate Wix Studio Notion</p>	<p>Advertising Agencies Health & Medical Sector E-commerce Tech Startups German Enterprises Digital Platforms</p>